

CLAIMS:

1. Method of providing information for achieving better perceived image quality of a transmitted video data stream, including the steps of:
 - transmitting a coded video data stream to a receiving device, and
 - transmitting information about subjective quality relating to the video data stream to the receiving device in order for the receiving device to be able to use said information when processing the video data stream.
2. Method according to claim 1, further comprising the step of inserting the information about subjective quality in the data stream for indicating the importance of processing non-program content characteristics in view of content quality, so that the information about subjective quality can be extracted from the video data stream.
3. Method according to claim 1 or 2, wherein the information about subjective quality includes program information from an electronic program guide.
4. Method according to claim 1 or 2, wherein the information about subjective quality includes information about content type per frame, per group of frames or per scene.
5. Method according to any previous claim, wherein the information about subjective quality includes information enabling prioritization of non-content program characteristics in the receiving device.
6. Method of processing a video data stream comprising the steps of:
 - receiving a video data stream,
 - receiving information about subjective quality relating to the video data stream, and
 - using the information about subjective quality when processing the video data stream in order to achieve better perceived image quality.

7. Method according to claim 6, wherein the step of using includes using the information about subjective quality for control of non-program content characteristics when decoding the video data stream.

5 8. Method according to claim 6 or 7, wherein the step of using includes using the information about subjective quality for post processing of the video data stream after decoding.

9. Method according to any of claims 6 - 8, wherein the information about subjective quality is included in the video data stream for indicating the importance of processing on non-program content characteristics in view of content quality and further including the step of extracting the information about subjective quality from the coded video data stream.

10. Method according to any of claims 6 - 9, wherein the information about subjective quality includes program information from an electronic program guide.

11. Method according to claim 9, wherein the information about subjective quality includes information of content type per frame, per group of frames or per scene.

12. Method according to any of claims 7 - 11, wherein the non-program content characteristics are any of the characteristics frame rate, resolution, color depth or motion estimation.

13. Method according to any of claims 7 - 12, wherein the step of using includes prioritizing the different non-program content characteristics based on the information on subjective quality and controlling the decoding of the video data stream according to the prioritization made.

14. A device for providing information for achieving better perceived image quality of a transmitted video data stream, comprising:

- a video transmitting unit for transmitting a video data stream to a receiving device, and
- an information transmitting unit for transmitting information about subjective quality relating to the video data stream to the receiving device, in order for the receiving device to

be able to use the information about subjective quality when processing the video data stream.

15. Device according to claim 14, wherein the video transmitting unit and the information transmitting unit are incorporated in the same transmitting unit, so that the information about subjective quality is included in the video data stream for indicating the importance of processing on given non-program content characteristics in view of content quality.

16. Device according to claim 14 or 15, wherein the information about subjective quality includes information enabling prioritization of non-content program characteristics in the receiving device.

17. Device for processing a video data stream comprising:

- a video receiving unit for receiving a video data stream,
- an information receiving unit for receiving information about subjective quality relating to the video data stream,
- a decoding unit for decoding the video data stream, and
- a control unit for controlling use of the information about subjective quality when processing the video data stream in order to achieve better perceived image quality.

18. Device according to claim 17, wherein the control unit is arranged to use the information about subjective quality for control of non-program content characteristics when decoding the video data stream.

19. Device according to claims 17 or 18, wherein information about subjective quality is included in the video data stream, the video and information receiving units are incorporated in the same receiving unit and the control unit is arranged to extract the information about subjective quality relating to the video data stream from the video data stream.

20. Device according to any of claims 17 – 19, wherein the control unit is further arranged to prioritize the different non-program content characteristics based on the

information on subjective quality and to control the decoding of the video data stream according to the prioritization made.

21. Device according to any of claims 17 – 20, further including a post processor
5 for post processing of the decoded video data stream, wherein the control unit is arranged to use the information about subjective quality for control of the post processor.
22. A signal format for use in transmitting a video data stream comprising at least one frame with:
- a header section,
 - a motion vector section and
 - a compressed image section,
- wherein at least one of the sections include information about subjective quality relating to the video data stream for enabling a receiving device to use the information about subjective quality when processing the video data stream.
23. Signal format according to claim 21, wherein the information about subjective quality includes information enabling prioritization of non-content program characteristics in the receiving device.
24. A storage medium on which a signal format as claimed in claim 22 or 23 has been stored.